

ORDER

KSNV

Orders
Order / Rev: 108008
Alt Order #: 06865138
Product Desc: OBAMA FOR AMER SKEDC
Estimate: 1904
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 10/18/12 / 10/30/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 Washington Harbor
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Obama for America *Revised*
Demographic: A35+
Product Codes: PLC01-Democrat
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	31	\$13,825.00	\$11,751.25
10/29/12	10/29/12	8	\$3,600.00	\$3,060.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	31	\$13,825.00	\$11,751.25	0.00
November 2012	8	\$3,600.00	\$3,060.00	0.00
Totals	39	\$17,425.00	\$14,811.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	27%	\$17,425.00
Market	100%	\$64,537.04

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$17,425.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	23%	\$14,843.52
KTUD	0%	\$0.00
KVVU	20%	\$12,907.41
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$1,936.11

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/23/12	10/29/12	Today Show	CM	658a-9am	MTWTF--	:30	4	\$900.001		0.00	NM	4	\$3,600.00
				Today Show											

TODAY

Start Date End Date Weekdays Spots/Week Rate Rating

